

OIVA VEIKKA LINDFORS

Marketing Manager | Content Strategist | Growth & User Acquisition

veikka.lindfors@gmail.com | Remote (Worldwide)

PROFESSIONAL SUMMARY

Results-driven Marketing Lead and Content Strategist with 5+ years of experience in content marketing, user acquisition, and growth strategy within crypto, DeFi, and Web3. Coordinated multi-channel marketing campaigns that acquired 60,000+ new unique traders and contributed to over \$300M+ in cumulative trading volume. Developed and executed go-to-market (GTM) strategies, built SEO-optimized content programs, and managed editorial operations that deliver measurable business outcomes. Skilled in content marketing, cross-functional collaboration, brand voice development, and translating complex technical and financial concepts into compelling, audience-first narratives.

PROFESSIONAL EXPERIENCE

Marketing Lead | Kyan (Options & Perpetuals Exchange) *Jan 2023 – Present*

Led end-to-end content marketing, user acquisition, and GTM strategy across all Kyan brand products, managing editorial workflows, campaign execution, and performance analytics.

- **Scaled a DeFi product newsletter to 8,000+ active subscribers**
- Created high-quality content including blog posts, product announcements, educational articles, and technical documentation.
- **Achieved 30,000+ unique users and 6,000+ hours of on-site engagement** for an educational platform
- Managed collaboration with KOLs, influencers, internal teams, and external partners to produce livestreams and interviews reaching **4,000+ concurrent viewers**.
- **Reached #1 SEO ranking for key landing pages** via SEO-optimized content, editorial governance, and market research

Content Marketing Manager | Knox Finance (DeFi Vaults) *Jan 2022 – Dec 2022*

Owned and executed the full GTM marketing strategy from ideation to launch for an early-stage DeFi startup, driving engagement and \$10M+ TVL.

- Go-to-market content strategy including product positioning, messaging frameworks, and launch campaigns for a new DeFi protocol.
- Created content across X/Twitter, blogs, newsletters, technical documentation, and landing pages, maintaining consistent brand voice across all channels.

Freelance Content Writer | Various Crypto & DeFi Projects *Jan 2021 – Dec 2021*

- Produced long-form articles, op-eds, website copy, press releases, and ghostwritten thought leadership content for established crypto and DeFi projects.

ADDITIONAL EXPERIENCE

Esports & Professional Gaming Background:

- Former professional League of Legends player (ranked #2 Finland, #3 Nordics, #1 globally on a specific champion).
- Produced sponsor marketing materials, participated in live tournament broadcasts as on-air analyst, and created educational video content. Deep understanding of gaming culture and Gen Z audience engagement.

Media & Video Production:

- Hands-on experience in short film production, livestream production, and video content creation for marketing and educational campaigns.

EDUCATION

Multimedia Marketing & Communications – Keski-Uudenmaan Koulutuskuntayhtymä *Mar 2019 – Mar 2022*

AI TOOLS & WORKFLOWS

Marketing Design

Proficient in leveraging AI tools for end-to-end marketing design workflows. Experienced with Nano Banana for rapid AI-driven image generation and iterative visual ideation, reducing design turnaround time while maintaining brand fidelity.

Website Design & Development

Uses Claude and Claude Code to design, prototype, and build web pages and marketing landing pages — from copywriting and layout direction through to production-ready HTML/CSS.

Content Production Workflows

Integrates AI across the full content production stack: using Claude for editing, fact-checking, and ghostwriting long-form editorial and thought leadership content; Claude Code for automating repetitive content ops tasks and building bespoke internal tools.

CORE COMPETENCIES

Content Marketing Strategy • User Acquisition & Growth Marketing • SEO & AEO Optimization • Go-to-Market (GTM) • Campaign Management • Brand Positioning & Messaging • Newsletter & Email Marketing • Social Media Strategy (X/Twitter, LinkedIn, TikTok, Instagram) • GTM Coordination • Technical Writing & Product Documentation • Ghostwriting & Thought Leadership Content • AI-Augmented Content Production • AI-Assisted Design & Creative Workflows